Regional Transit Access Pass (TAP) Project Update
Regional Transit Task Force
Bi-Monthly Meeting

March 15, 2006

The Universal Fare System is both a Metro and Regional program. Its elements include:

▶ Replacement and upgrade of all Metro fare equipment

▶ Municipal operators purchasing similar equipment based on Metro's contract

▶ County-wide project to establish a universal fare medium – a smart card branded the TAP card

Metro system elements

▶ Validating fareboxes for buses and new revenue equipment

▶ Ticket Vending Machines (TVM)

▶ Central Data Collection System (CDCS) for reporting and data analysis
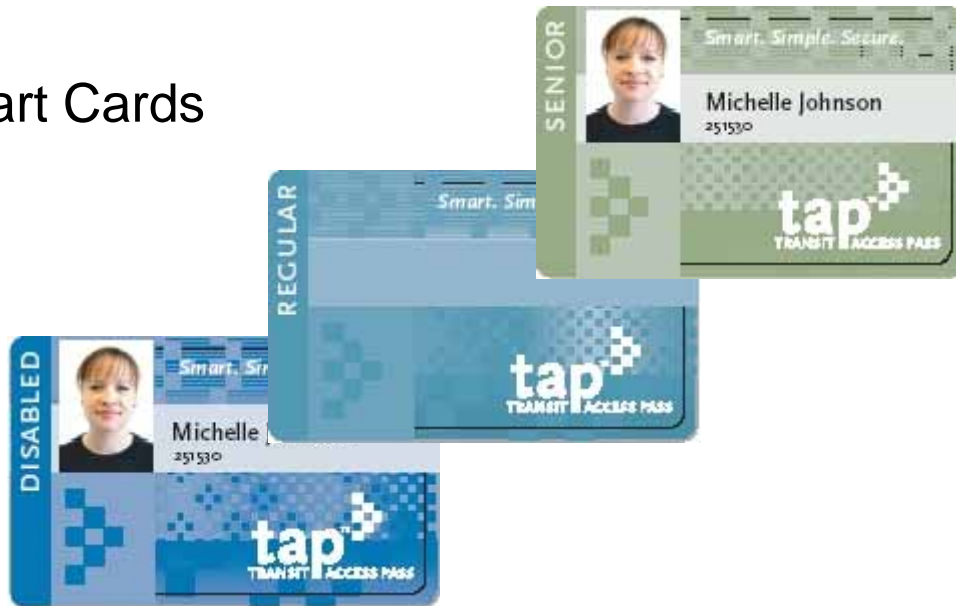
Metro system elements…continued

▶ Stand Alone Validators (SAV)

▶ Point of Sale Terminals (POS)

– Compact POS Terminals (CPOS) for vendor locations

– Multifunction POS (MPOS) for ticket offices

Metro system elements…continued

▸ Handheld Validators (for Law Enforcement)

▸ Smart Cards

Municipal operator system elements

▸ Muni's fareboxes, POS and revenue equipment same as Metro

▸ Some participants purchasing onboard validators

▸ Regional Central Data Collection System (Regional CDCS)
  – Muni "back-office" systems
  – Regional transaction database

Regional system elements

▸ Regional TAP Service Center
  – Customer service
  – Vendor management
  – Financial services

Municipal and Regional elements also continue to progress

▶ **Muni "Back Office" System**
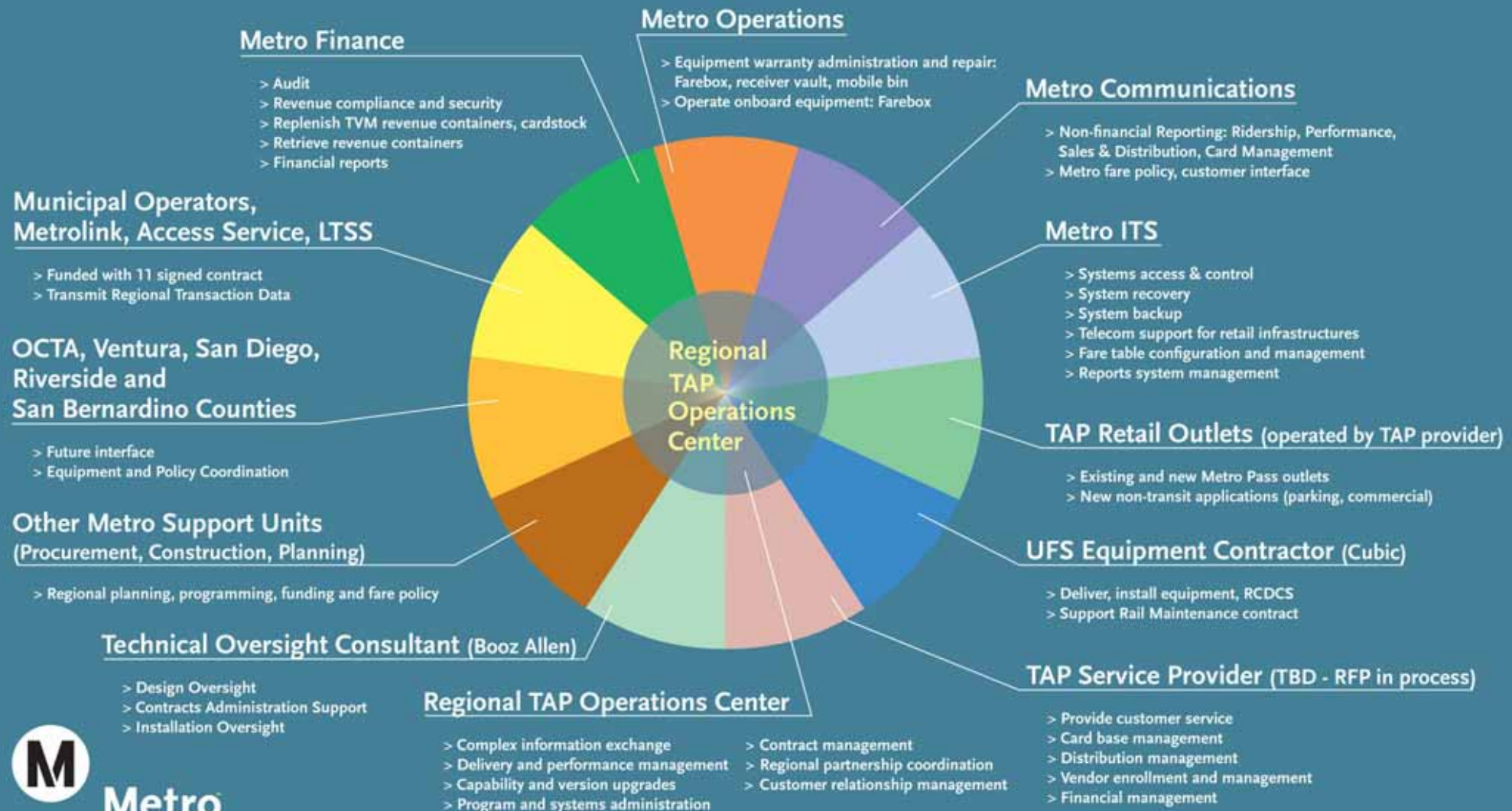**(Regional Central Data Collection System – RCDCS)**

   – Executed as a contract change order to Metro's UFS contract

▶ **Regional TAP Service Center**

   – BAFOs being reviewed and scored by Source Selection Panel (includes Muni)

   – Contract awarded in February 2006

   – NTP likely in March 2006

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TAP responsibility overview

Regional Smart Card tap in Action

Metro Ticket Vending Machine

Metro Farebox

Home Phone

Customer Registration Computer

Home Internet

Retail Sales Device

Muni Fareboxes

Metro Central Server

TAP Transactions Only

Cubic Regional Central Server

TAP Transactions Only

Muni Central Servers

TAP Settlement Data

METRO   **MUNIS**

Service Center

Financial Clearing House

Transaction Data

Call Center

Customer Service Center

Questions Comments Disputes Refunds
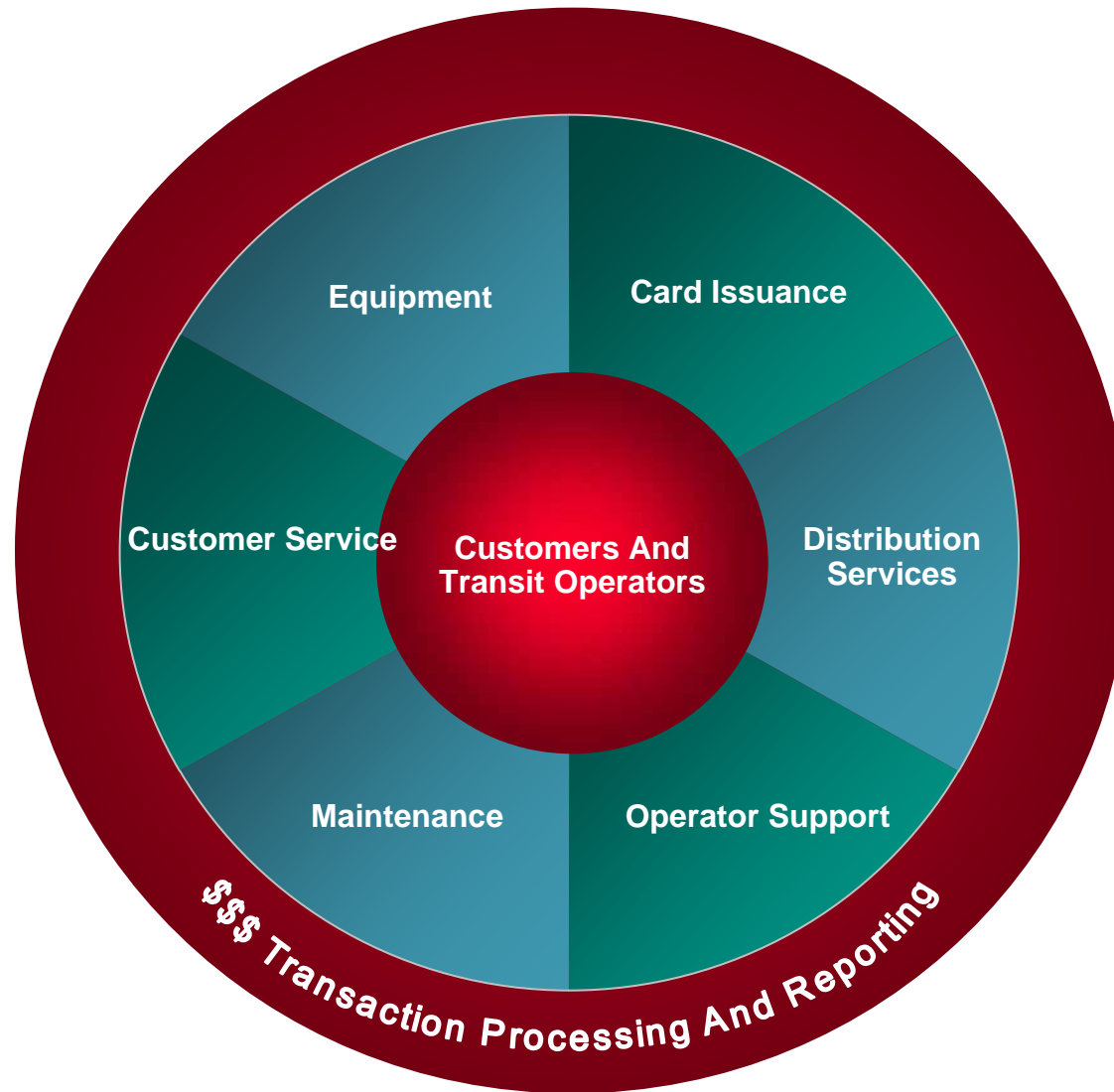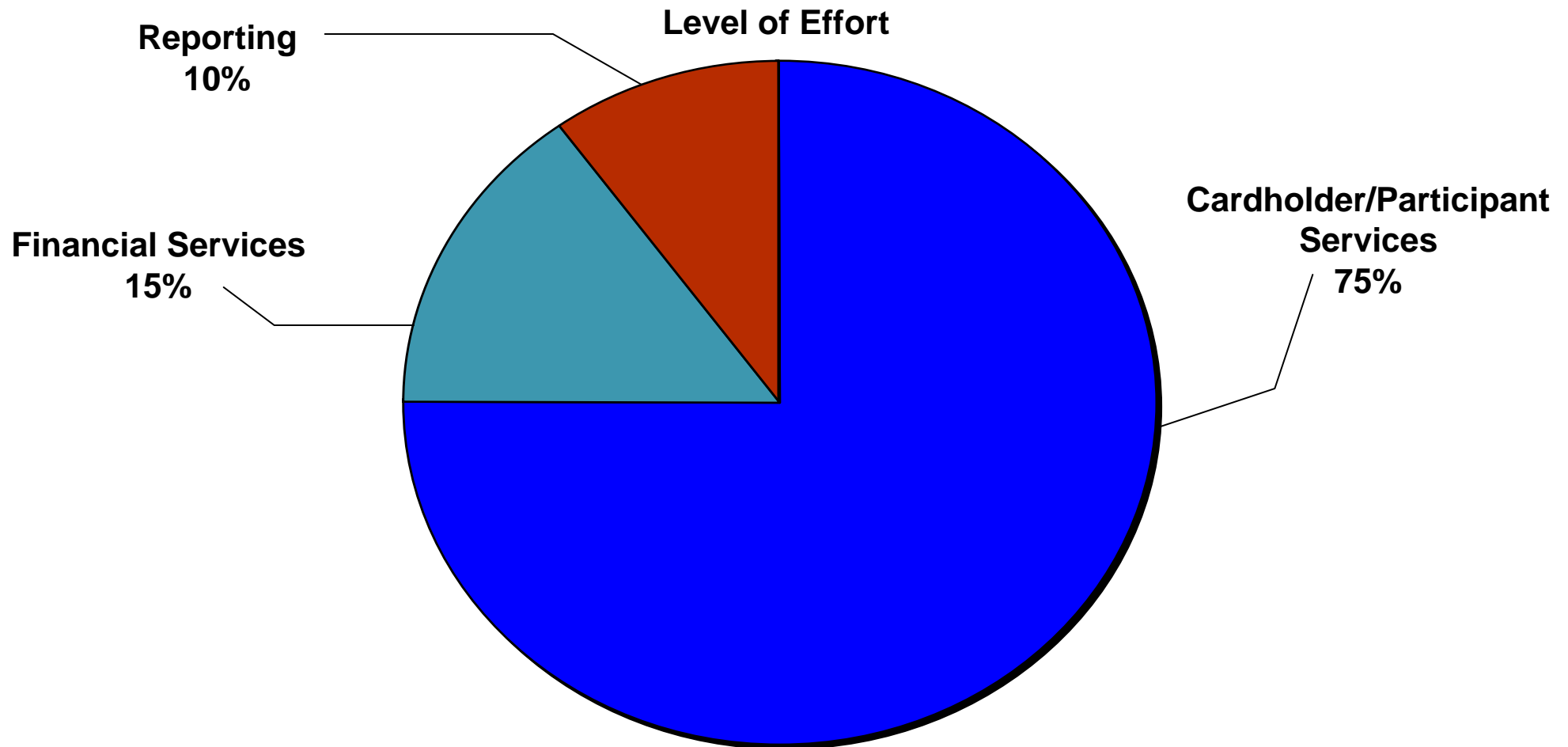
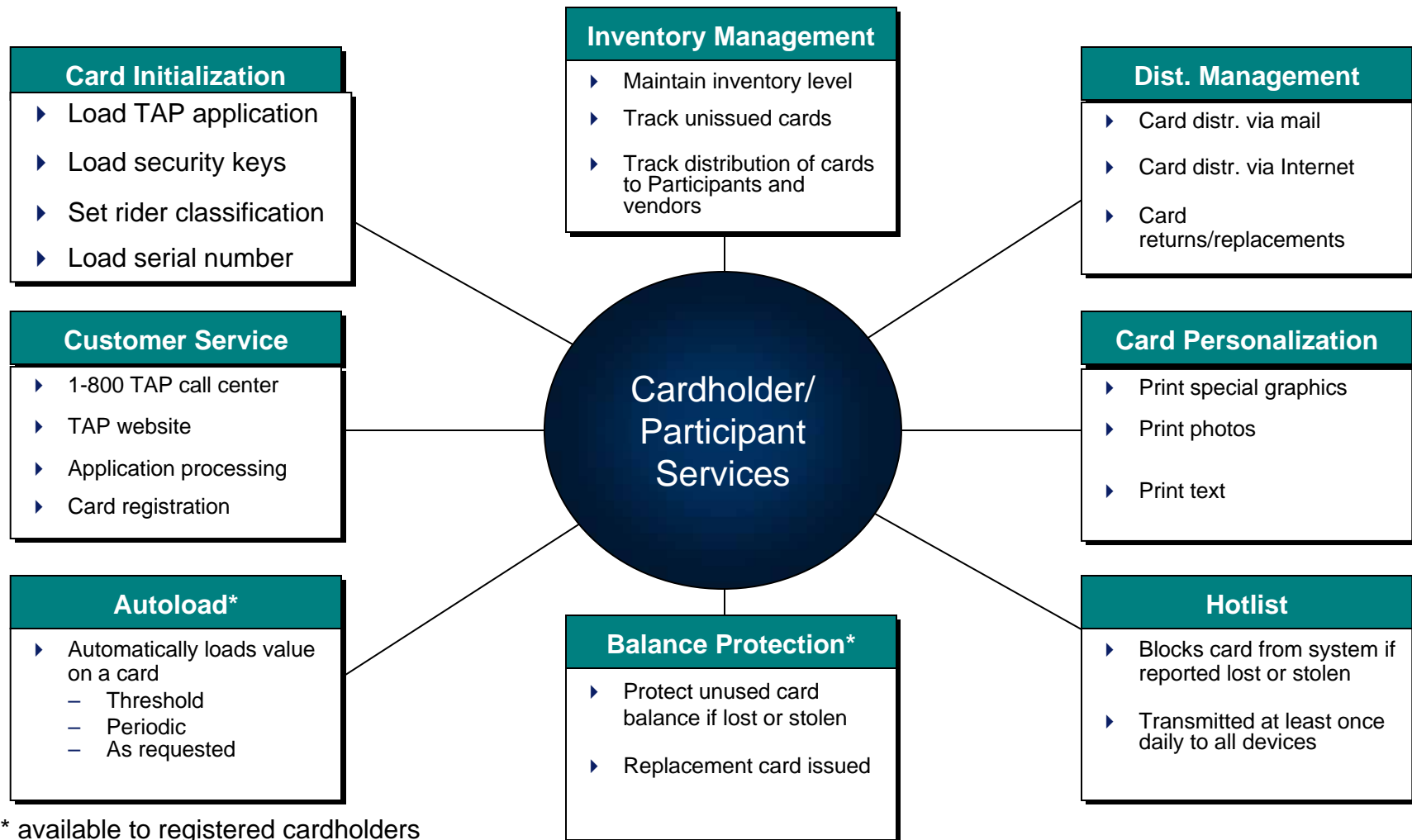# Regional TAP Service Center

The TAP Service Center scope of work can be consolidated into three broad service areas

Level of Effort

Reporting
10%

Financial Services
15%

Cardholder/Participant Services
75%

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Cardholder and Participant services include…

Card Initialization

▶ Load TAP application

▶ Load security keys

▶ Set rider classification

▶ Load serial number

Inventory Management

▶ Maintain inventory level

▶ Track unissued cards

▶ Track distribution of cards to Participants and vendors

Dist. Management

▶ Card distr. via mail

▶ Card distr. via Internet

▶ Card returns/replacements

Customer Service

▶ 1-800 TAP call center

▶ TAP website

▶ Application processing

▶ Card registration

Cardholder/ Participant Services

Card Personalization

▶ Print special graphics

▶ Print photos

▶ Print text

Autoload*

▶ Automatically loads value on a card
– Threshold
– Periodic
– As requested

Balance Protection*

▶ Protect unused card balance if lost or stolen

▶ Replacement card issued

Hotlist

▶ Blocks card from system if reported lost or stolen

▶ Transmitted at least once daily to all devices
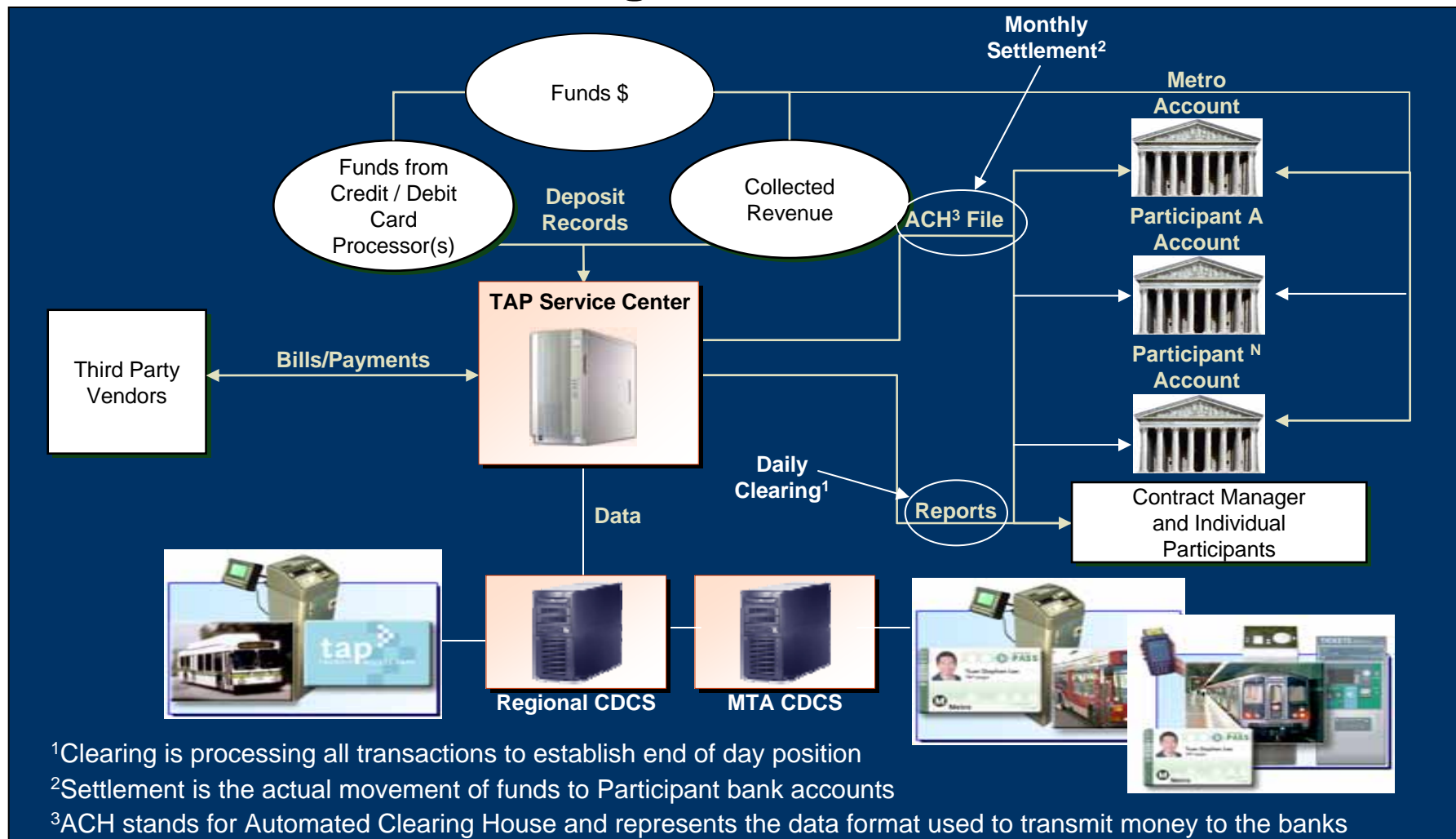
* available to registered cardholders

The TAP Service Center systems facilitate both transit and non-transit financial management

[1]Clearing is processing all transactions to establish end of day position
[2]Settlement is the actual movement of funds to Participant bank accounts
[3]ACH stands for Automated Clearing House and represents the data format used to transmit money to the banks
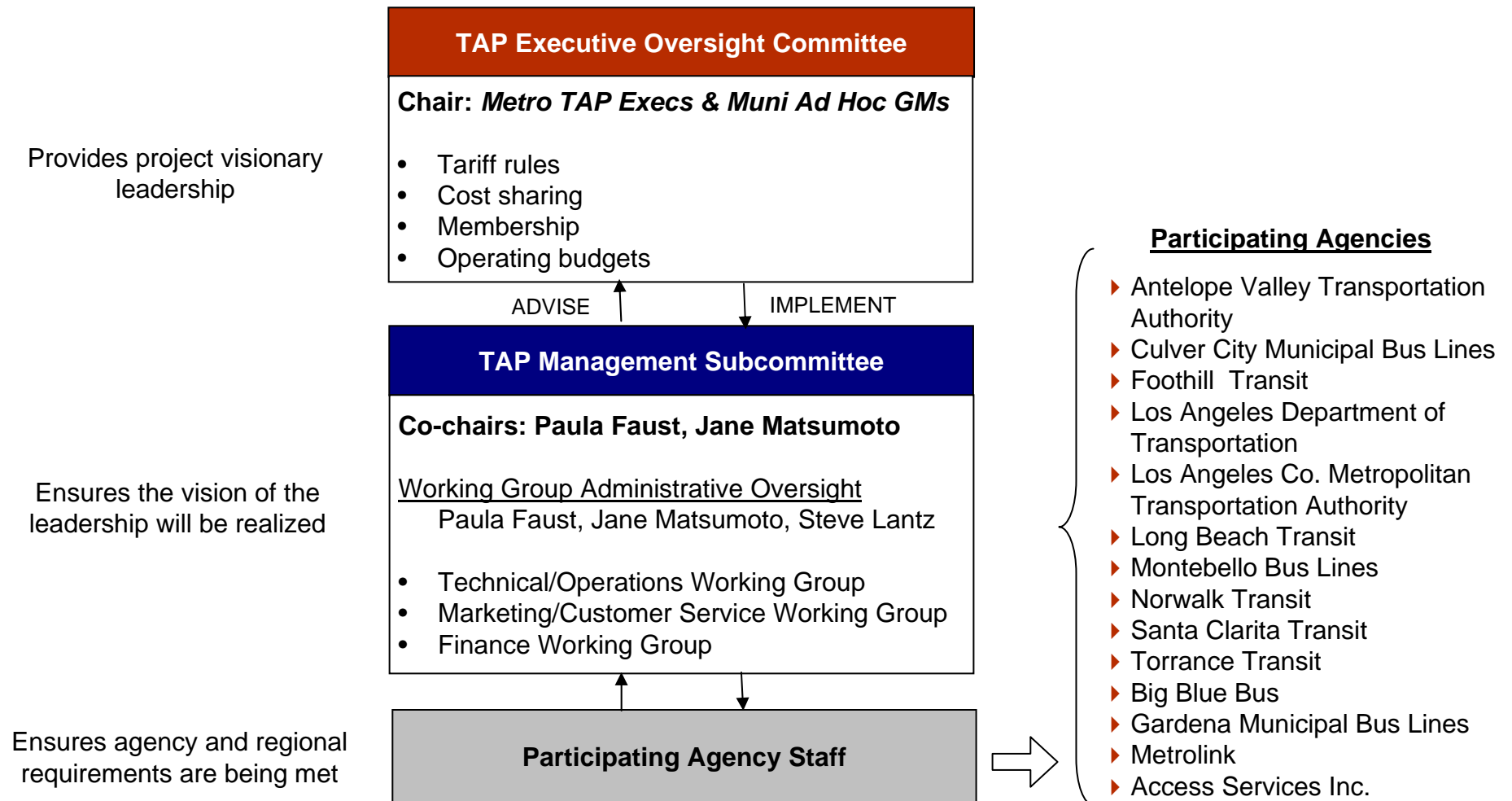
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The Regional TAP Service Center provider will be responsible for all TAP program data collection and reporting activities

▶ Data collection activities include:

    – All configuration data download for TAP devices through the Regional CDCS including Autoload instructions and Hotlists

    – All TAP usage transaction data uploaded from TAP devices via Participant Garage Data Servers and MTA CDCS

▶ Reports will be provided for the following categories:

    – Financial management

    – Card Base Management

    – TAP System Operation

    – Distribution/Inventory Management

    – Customer Service

    – Management Analysis Reports*
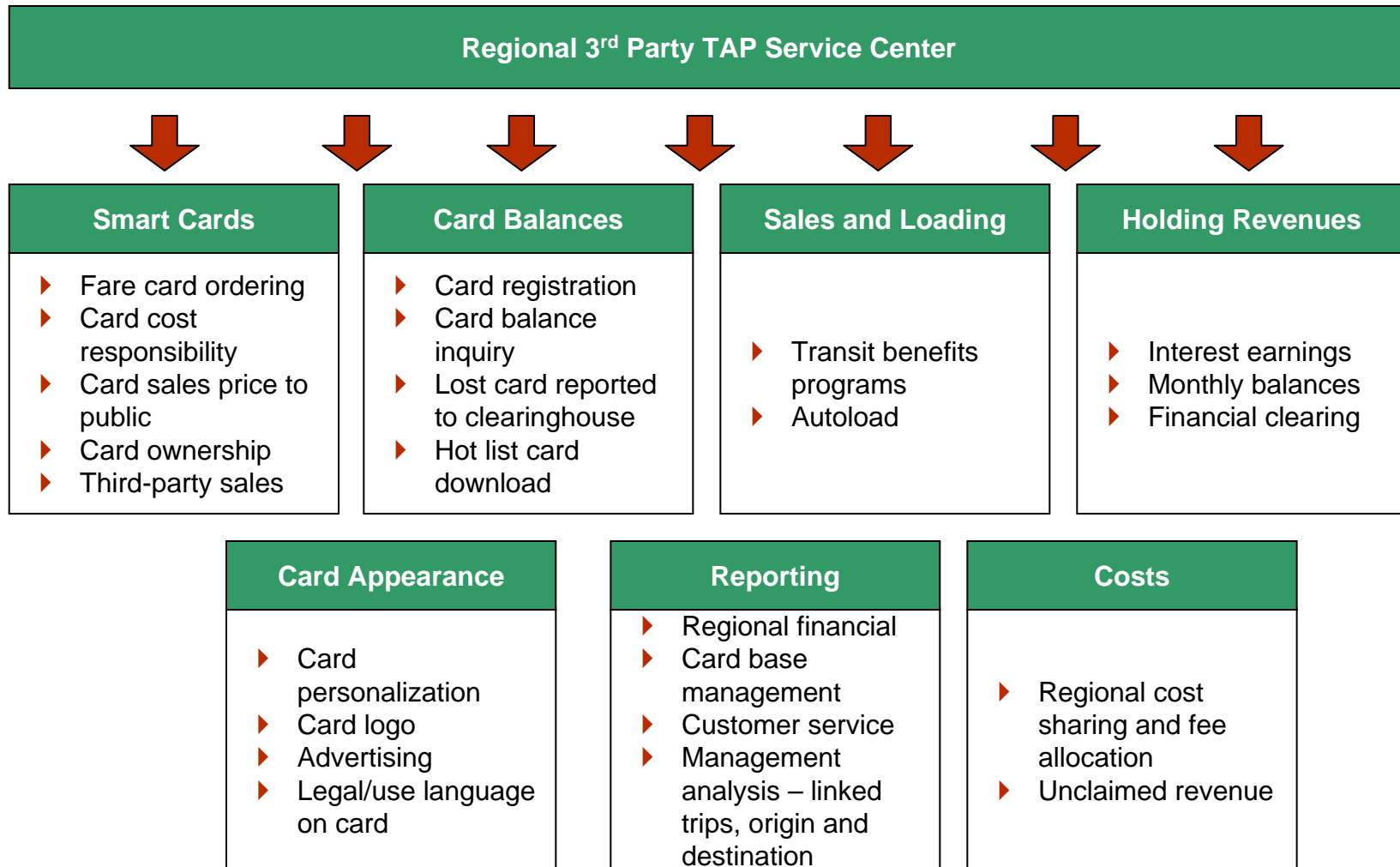
    – Ad-hoc queries and reports

> ▶ Reporting will be provided through a combination of Regional CDCS Nextfare® reports and Contractor provided system reports

* includes reports such as; trend analysis reports, linked trip reporting, and origin and destination

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MTA, Munis and other agencies are working cooperatively to define the regional system design and operating rules

Provides project visionary leadership

TAP Executive Oversight Committee

Chair: *Metro TAP Execs & Muni Ad Hoc GMs*

- Tariff rules
- Cost sharing
- Membership
- Operating budgets

ADVISE   IMPLEMENT

Ensures the vision of the leadership will be realized

TAP Management Subcommittee

Co-chairs: Paula Faust, Jane Matsumoto

Working Group Administrative Oversight
    Paula Faust, Jane Matsumoto, Steve Lantz

- Technical/Operations Working Group
- Marketing/Customer Service Working Group
- Finance Working Group

Ensures agency and regional requirements are being met

Participating Agency Staff

Participating Agencies

- Antelope Valley Transportation Authority
- Culver City Municipal Bus Lines
- Foothill Transit
- Los Angeles Department of Transportation
- Los Angeles Co. Metropolitan Transportation Authority
- Long Beach Transit
- Montebello Bus Lines
- Norwalk Transit
- Santa Clarita Transit
- Torrance Transit
- Big Blue Bus
- Gardena Municipal Bus Lines
- Metrolink
- Access Services Inc.

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Business and operating rules need to be agreed upon by the MTA and Munis

Regional 3rd Party TAP Service Center

Smart Cards
- Fare card ordering
- Card cost responsibility
- Card sales price to public
- Card ownership
- Third-party sales

Card Balances
- Card registration
- Card balance inquiry
- Lost card reported to clearinghouse
- Hot list card download

Sales and Loading
- Transit benefits programs
- Autoload

Holding Revenues
- Interest earnings
- Monthly balances
- Financial clearing

Card Appearance
- Card personalization
- Card logo
- Advertising
- Legal/use language on card

Reporting
- Regional financial
- Card base management
- Customer service
- Management analysis – linked trips, origin and destination

Costs
- Regional cost sharing and fee allocation
- Unclaimed revenue

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There are various approaches to managing the regional program in the future

Approach	How It Works	Where
Corporation With Privately Held Shares	**Private, for-profit corporation:** ▸ Shareholders include private transit and public operators ▸ No majority shareholder ▸ Not all participants are shareholders	▸ Hong Kong ▸ Singapore
Single Operator Owner	**Owner agency makes decisions:** ▸ Contract specifies requirements and obligations	▸ New York ▸ Atlanta ▸ Chicago
Joint Powers Authority (JPA)	**Independent legal entity:** ▸ Created under powers of existing public entities ▸ Comprised only of public entities	▸ None
Memorandum Of Understanding (MOU)	**No new organization:** ▸ Specify decision making and participation ▸ Contractually created governance structure	▸ WMATA ▸ Seattle ▸ San Francisco ▸ San Diego

▸ Some approaches build a separate entity with its own management and staff. However, others use staff of the participating transit agencies

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Marketing Plan Implementation – 7 Step "Roll Out" of TAP

▸ UFS Metro Technical Working Group

▸ Metro/Muni staff recruits

▸ Contracted "TAP"ers

▸ B-TAP and I-TAP cardholders

▸ Focus Group – Metro & Muni

▸ Limited Retail Outlets

▸ Muni Implementation

▸ January/February 2006

▸ February/March 2006

▸ March-May 2006

▸ June – Fall 2006

▸ July – end 2006

▸ 1st Quarter 2007

▸ 2nd – 4th Quarter 2007

Coming soon to Los Angeles…